WHAT IS CLAIMED IS:

1. A digital printing apparatus, comprising:

a data reading device which can read image data from plural types of recording media;

a setting device which sets at least one of the number of prints, types of prints, and a print size;

a display device which displays contents set by the setting device;

a printing image data generation device which generates printing image data based on the contents set by the setting device from the image data read by the data reading device;

at least one printer;

a transfer device which transfers to the printer the printing image data generated by the printing image data generation device;

a computation device which computes a requisite printing time for contents of a print set by the setting device from at least a type of image format of image data stored in the recording medium, a print size, and the number of printers; and

an execution instruction device which can perform printing execution instruction after displaying the requisite printing time computed by the computation device on the display device.

- 2. The digital printing apparatus according to claim 1, wherein the computation device computes a requisite printing time for contents of a print set by the setting device further from types of recording media.
- 3. The digital printing apparatus according to claim 1, wherein the computation device computes a requisite printing time for contents of a print set by the setting device further from types of print services.
- 4. The digital printing apparatus according to claim 1, wherein the requisite printing time comprises a time required to read image data from the data reading device, a time required to generate printing image data by the printing image data generation device, a printing image data transfer time by the transfer device and a printing time by the printer.

- 5. The digital printing apparatus according to claim 1, wherein during printing, the computation device detects a printing execution progress, constantly computes remaining requisite printing time, and displays the computed remaining requisite printing time on the display device.
- 6. A digital printing apparatus, comprising:
- a data reading device which can read image data from plural types of recording media;
- a setting device which sets at least one of the number of prints, types of prints, and a print size;
 - a display device which displays contents set by the setting device;
- a printing image data generation device which generates printing image data based on the contents set by the setting device from the image data read by the data reading device;
 - a plurality of printers;
- a printer selection device which selects an available printer from among the plurality of printers;
- a transfer device which transfers to the printer selected by the printer selection device the printing image data generated by the printing image data generation device;
- a computation device which computes a requisite printing time for contents of a print set by the setting device from at least a type of image format of image data stored in the recording medium, the print size, and the number of printers; and

an execution instruction device which can perform printing execution instruction after displaying the requisite printing time computed by the computation device on the display device.

- 7. The digital printing apparatus according to claim 6, wherein the computation device computes a requisite printing time for contents of a print set by the setting device further from types of recording media.
- 8. The digital printing apparatus according to claim 6, wherein the computation device computes a requisite printing time for contents of a print set by the setting device further from

types of print services.

- 9. The digital printing apparatus according to claim 6, wherein the requisite printing time comprises a time required to read image data from the data reading device, a time required to generate printing image data by the printing image data generation device, a printing image data transfer time by the transfer device and a printing time by the printer.
- 10. The digital printing apparatus according to claim 6, wherein during printing, the computation device detects a printing execution progress, constantly computes remaining requisite printing time, and displays the computed remaining requisite printing time on the display device.